

PROGRAMS IN THE SCHULMAN AUDITORIUM

The 215-seat Ruby G. Schulman Auditorium opened on September 25, 1999 as part of the larger Carlsbad City Library complex at Dove Lane and El Camino Real in the south of Carlsbad. The main entrance to the Auditorium is accessible from the complex's central courtyard. Over 2,000 people per day visit the complex, which in addition to the Library and Auditorium includes a 2,000-square-foot gallery, a multi-purpose meeting room, and a children's garden.

Programs for the Schulman Auditorium are scheduled in two different ways:

- I. Programs presented by the public via rental of the facility
Groups or individuals may apply to rent the Schulman Auditorium for their program. To rent the Schulman Auditorium (or the Gowland Meeting Room), go to www.carlsbadlibrary.org or call 760-602-2055 for an application packet.

- II. Programs presented with the involvement of the City's Library or Cultural Arts staff
If an individual or group is looking for, or requests, some type of assistance or involvement from the City in order to present their program, they must submit a proposal to the Schulman Programming Committee (SPC) for consideration. The Guidelines for Submitting a Program Proposal, as well as the Artistic Vision Statement for Schulman Auditorium Programs, are attached.

Programs in this category may also be developed by staff proactively initiating proposals, some of which may include partnerships with outside groups or individuals.

Individuals or groups proposing a program designed as a "fundraiser" will be re-directed to Category I – rental of the facility.

Guidelines for Submitting a Program Proposal for the Schulman Auditorium

I. Overview of the Selection Process

The City of Carlsbad encourages the submission of proposals, by groups or individuals, for programs to be presented in the Schulman Auditorium. The following guidelines and procedures are intended to help us expedite the review of these submissions by insuring that each proposal is as complete as possible. If you require additional information or assistance, please contact the Cultural Arts Manager, Peter Gordon, at 760-434-2921 or peter.gordon@carlsbadca.gov

Submitting your Proposal

An initial written program proposal (the Initial Proposal) must be submitted to the Cultural Arts Manager before a program idea can be considered. Proposals should be sent via e-mail to peter.gordon@carlsbadca.gov or via U.S. mail to Cultural Arts Manager, Cultural Arts Office, 1200 Carlsbad Village Drive, Carlsbad, CA 92008.

This Initial Proposal is intended to communicate the program idea to the Schulman Programming Committee (SPC). The SPC meets on a bi-monthly basis and is composed of the Community Coordinator from the Cultural Arts Office, the Library's Community Relations Manager, the Cultural Arts Office Manager and the Deputy Director of Dove Library, and is chaired by the Library and Cultural Arts Director. If additional expertise is needed to help gauge the quality or suitability of a proposed program, the appropriate experts are called upon for their input.

Your initial proposal should be as clear and concise as possible. If the SPC does not have enough information to make a sound decision about your proposal, or is unable to understand your proposal, it will be sent back to you for clarification and more details.

- If the SPC decides to explore your proposal, a staff representative will contact you to gather more information and develop a Detailed Proposal with you.
- If the SPC decides not to pursue your proposal, you may still apply to rent the Schulman Auditorium (or the Gowland Meeting Room) at www.carlsbadlibrary.org or by calling 760-602-2055 for an application packet.

When to Submit Your Proposal

Ideally, proposals for programs taking place in an upcoming fiscal year (July – June) should be submitted in the previous October. That's right: at least nine months ahead. Twelve is even better. That really is how far in advance we are planning, scheduling and booking. For example, a program proposed to take place between July 2013 and June 2014 should be submitted in October 2012. However, you may submit a proposal at any time, but keep in mind the longer the lead time, the better. You can expect a response within six weeks or less after submitting your initial proposal.

II. Guidelines for Submitting an Initial Proposal

Your initial proposal must include the following items (#1 – 11); please use the numbering system and the form included on page 6:

1. Group or individual proposing program
2. Contact person with mailing address, phone number, and e-mail address
3. Proposed title of program
4. Proposed date(s) and time(s) of program(s)
5. Description of program, including short bios for performers and/or presenters
6. Target audience(s) and estimated attendance
7. Programming goal
8. Rehearsal needs
9. Preliminary program budget, request for funding and additional identified sources of funding
10. Have you presented this program before? If so, note any changes from previous program.
11. Will this program be free to the public or will there be an admission fee?

III. Detailed Proposal

If the Schulman Programming Committee decides to explore your initial proposal further, you will then be asked to work with an assigned staff person to provide a more detailed proposal that includes such information as:

- Staff available to work on the program, including box office, backstage, front of house, and/or publicity
- Special technical, rehearsal and/or performance needs
- Target audience(s) and estimated attendance
- Performances given in San Diego County in the last 12 months
- Insurance
- Plans to publicize the program
- Impact on facilities and custodial staff
- Total budget
- Identified source(s) of funding, if available

IV. Decision to Proceed

After your Detailed Proposal is developed with staff, it goes back to the Schulman Programming Committee for a final decision whether to proceed or not on the proposed program.

Artistic Vision Statement follows

Artistic Vision Statement for Schulman Auditorium Programs

This Artistic Vision Statement does not apply to presentations in the Schulman Auditorium that are arranged through rental agreements; it applies only to those presentations organized by or presented with assistance from the City's Library or Cultural Arts staff.

The Ruby G. Schulman Auditorium is a focal point for the performing and literary arts in the City of Carlsbad and in San Diego's North County. To encourage lifelong learning in the arts and to make the performing and literary arts an accessible and integral part of peoples' lives, Library and Cultural Arts staff proactively develop, organize or present programs in the Schulman Auditorium that emphasize the following criteria:

National Quality / Carlsbad Focus

It is an overarching principle that the Schulman Auditorium presentations will strive to be of regional and national significance and quality, setting a standard that audiences can look to and trust. Special emphasis will be given to programs initiated or organized by the various departments in the City, especially the Library and the Arts Office, and special consideration will be given to groups that have already established a successful track record of presenting quality programs in the Schulman. The Committee will also encourage the presentation of high quality programs in the Schulman that involve Carlsbad organizations or individuals, realizing that some of the region's finest performers, writers, and scholars reside and work here.

Variety and Balance

Schulman Auditorium programs will be known for their audience-centered approach: Library and Arts staff will consciously and actively reach out to the diverse audiences of the region through the choice of its programs. To do this effectively, staff will strive for a variety and balance in the programming schedule. "Variety" in the schedule (when looking over a broader two- or three-year period) comes in all forms — creative medium (theater, film, music, spoken word, lectures, movement), experience level of performers (established versus emerging), period (historical versus contemporary), demographic representation, and audiences targeted, to name just a few. "Balance" in the schedule comes from a careful and conscious mix of these variables, understanding that there are important and valid audiences for each.

Introduction of New Work to the Region

In the context of Schulman programming, "new work" is broadly defined to mean the work of young, emerging regional writers, artists or performing ensembles; work done in new art forms or styles; a new body of work by mid-career or established performers or writers seen in a fresh way (because of its recontextualization in a thematic exploration); or a retrospective look at the work of under-recognized veteran artists.

Collaborative Efforts

With so many other major institutions in the region -- institutions such as the La Jolla Playhouse, San Diego State University, La Jolla Music Society, the Old Globe, to name just a few -- already presenting creative, high-quality programming, it seems only logical from budgeting, planning, and logistical points of view for Library and Arts staff to work closely with these groups on collaborative projects or block booking. For example, we might learn that SDSU is planning to bring in a nationally-renowned poet for a reading on a Thursday night, and proceed to try to book him in Carlsbad on Wednesday or Friday

night. Internally, collaborations might be designed to strengthen proposals. For example, the films in the Library's Carlsbad Film Series might be selected to reinforce a theme or topic being presented in a Cannon Art Gallery exhibition.

A Center for the Literary Arts

Although "variety" and "balance" are key elements of the Artistic Vision Statement, the Schulman Programming Committee will make a special effort to expand presentations in the literary arts, taking full advantage of the Schulman's strategic location within the Carlsbad City Library complex. We believe the Schulman has an opportunity to become an important center for the literary arts in North San Diego County.

Reaching Out to our Youth

Encouraging audiences to make the performing, literary, and visual arts an object of lifelong learning and an integral part of their lives is a basic tenet of both Library and Arts programs. And there is no better place to teach this philosophy and to start this practice than with our youth. Whenever possible, Library and Arts staff should search out and present programs in the Schulman that will attract and engage younger audiences and their families.

The Gartner Bequest

In 2005, the Carlsbad Library and Arts Foundation received an extraordinary bequest from the estate of Robert H. Gartner, with the funds identified specifically for cultural programming in the Schulman Auditorium. This extremely generous bequest will be recognized whenever the funds are used to support a program and will truly help staff transform the Artistic Vision Statement from a written document into a dynamic reality.

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Additional Selection Criteria and Variables

In addition to being guided by the Artistic Vision Statement, the Schulman Programming Committee considers a number of other variables when selecting programs for the Schulman, including but not limited to:

- budget issues: cost of organizing, presenting, or sponsoring a program
- impact on Media Services staff who provide logistical and technical support for Schulman programs
- impact on the Library and Arts Office programming staff
- scheduling issues, including availability of performers and writers
- consideration of the Artistic Vision goals over broader two- to three-year period
- on-staff expertise
- cultural diversity
- suitability of programs for family viewing
- awareness of other programs being presented (or planned) in the Auditorium through the facility rental process
- awareness of other programs being presented in the region

Initial Program Proposal for the Schulman Auditorium

Proposals should be sent via e-mail to peter.gordon@carlsbadca.gov or via U.S. mail to:
Cultural Arts Manager, Cultural Arts Office, 1200 Carlsbad Village Drive, Carlsbad, CA 92008.

Your initial proposal must include the following items (#1 – 11); please use the numbering system:

1. Group or individual proposing program
2. Contact person with mailing address, phone number, and e-mail address
3. Proposed title of program
4. Proposed date(s) and time(s) of program(s)
5. Description of program, including short bios for performers and/or presenters and samples of your work.
6. Target audience(s) and estimated attendance
7. Programming goal (desired outcome of program)
8. Rehearsal needs
9. Preliminary program budget, request for funding and additional identified sources of funding
10. Have you presented this program before? If so, note changes from past program, what level of funding was budgeted for the previous program, and what was the audience attendance.
11. Will this program be free? If not, what admission fee is planned?